INDEX

VOLUME I
1970

AUTHORS

Allsbrook, Torrence R. "Effective Report Writing: A Marketing Research Practitioner's View." Spring, pp. 5-9.

Auburn, Norman P. "Public Higher Education And the Private Support Factor." Winter, pp. 5-8.

Baldo, Frank V. "The Enigma Of Freight Classification — Part I." Winter, pp. 15-19.

Banda, A. Frederic, "Depreciation And Utility Bills," Summer, pp. 19-36.

Barnet, Edward M. and Castle, Stephen S. "The Academician And The Salesman: Which is Selling What To Whom?" Fall, pp.11-19.

Becker, Donald E. "How Long Should A Time Study Be? Nomograph Gives Quick Answer." Fall, pp. 5-10.

Bell, Jr., James E. "Marketing's Role In 'The Office Of The President.' " Winter, pp. 24-26.

Blough, Roger M. "Business and the Campus — A New Look." Spring, pp. 18-21.

Bommarito, Peter. "A Eulogy." Summer, p. 5.

Boyer, Leonard R. and Brewer, Betty L. "Public Sector Bargaining: A Survey Of Ohio Cities." Winter, pp. 9-14.

Brewer, Betty L. and Boyer, Leonard R. "Public Sector Bargaining: A Survey Of Ohio Cities." Winter, pp. 9-14.

Castle, Stephen S. and Barnet, Edward M. "The Academician And The Salesman: Which is Selling What To Whom?" Fall, pp. 11-19.

Castle, Stephen S. "The Economics of Environmental Control." Spring, pp. 51-57.

Cauchois, Jr., Scott and Lianos, Theordore P. "Some Economic Effects Of Farm Labor Unionization." Summer, pp. 45-56.

Coyne, Thomas J. "The Value Added Tax." Spring, pp. 10-17.

Coyne, Thomas J. "The Impact Of Branch Banking on Commercial Bank Profitability." Winter, pp. 27-32.

Fatemi, A. S. "Economic Development of Petroleum Exporting Nations." Spring, pp. 40-50.

Fatemi, Ali, S. M. "Black Capitalism As A Strategy For Economic Development Of The Ghetto." Fall, pp. 42-51.

Graham, Reginald A. "Factors Affecting Unionization Attempts in Department Stores." Fall, pp. 33-41.

Hinman, Karlynn M. "The Dilapidated State Of Antitrust Law: A Brief And Selected Analysis." Summer, pp. 57-70.

Hubbard, Charles L. and Tersine, Richard. "NYSE 100 Percent Margin—Is The Institutional Investor Benefiting?" Summer, pp. 37-44.

Iden, George. "Prespectives on Wage Changes in the Construction Industry." Spring, pp. 30-39.

Klatt, Lawrence A. and Kurtz, David L. "The 'Grapevine' As A Management Tool." Winter, pp. 20-23.

Kruse, Thomas M. "Vitality And Organizational Renewal." Fall, pp. 24-26.

Kurtz, David L. and Klatt, Lawrence A. "The 'Grapevine' As A Management Tool." Winter, pp. 20-23.

Lianos, Theodore P. and Cauchois, Jr., Scott. "Some Economic Effects Of Farm Labor Unionization." Summer, pp. 45-56.

Muse, William V. "Information Sharing And Organizational Success." Summer, pp. 71-76.

Pournarakis, Efthimios. "Reform of the World's Trading System Inevitable? Trends of the 60's and Outlook for the 70's." Spring, pp. 22-29.

Pournarakis, Efthimios. "General Preferences With Special Quotas in Trade?" Fall, pp. 20-23.

Tersine, Richard and Hubbard, Charles L. "NYSE 100 Percent Margin — Is The Institutional Investor Benefiting?" Summer, pp. 37-44.

Tingey, Sherman. "Modern Management: A Framework For Using Behaviorial Science Concepts." Fall, pp. 27-32.

Trivoli, G. William. "Has The Consumer Really Lost His Sovereignty?" Winter, pp. 33-39.

Waters, L. L. "The Changing Structure Of Transport In The Remainder Of The Century." Summer, pp. 7-17.

ARTICLES

"A Eulogy."
Peter Bommarito. Summer, p. 5.

"Black Capitalism As A Strategy For Economic Development Of The Ghetto."
Ali S. M. Fatemi. Fall, pp. 42-51.

"Business and the Campus — A New Look."
Roger M. Blough. Spring, pp. 18-21.

"Depreciation And Utility Bills."
A. Frederic Banda. Summer, pp. 19-36.

"Economic Development of Petroleum Exporting Nations."
A. S. Fatemi. Spring, pp. 40-50.

"Effective Report Writing: A Marketing Research Practitioner's View."
Torrence R. Allsbrook. Spring, pp. 5-9.

INDEX

VOLUME I
1970

AUTHORS

Allsbrook, Torrence R. "Effective Report Writing: A Marketing Research Practitioner's View." Spring, pp. 5-9.

Auburn, Norman P. "Public Higher Education And the Private Support Factor." Winter, pp. 5-8.

Baldo, Frank V. "The Enigma Of Freight Classification — Part I." Winter, pp. 15-19.

Banda, A. Frederic, "Depreciation And Utility Bills," Summer, pp. 19-36.

Barnet, Edward M. and Castle, Stephen S. "The Academician And The Salesman: Which is Selling What To Whom?" Fall, pp.11-19.

Becker, Donald E. "How Long Should A Time Study Be? Nomograph Gives Quick Answer." Fall, pp. 5-10.

Bell, Jr., James E. "Marketing's Role In 'The Office Of The President.' " Winter, pp. 24-26.

Blough, Roger M. "Business and the Campus — A New Look." Spring, pp. 18-21.

Bommarito, Peter. "A Eulogy." Summer, p. 5.

Boyer, Leonard R. and Brewer, Betty L. "Public Sector Bargaining: A Survey Of Ohio Cities." Winter, pp. 9-14.

Brewer, Betty L. and Boyer, Leonard R. "Public Sector Bargaining: A Survey Of Ohio Cities." Winter, pp. 9-14.

Castle, Stephen S. and Barnet, Edward M. "The Academician And The Salesman: Which is Selling What To Whom?" Fall, pp. 11-19.

Castle, Stephen S. "The Economics of Environmental Control." Spring, pp. 51-57.

Cauchois, Jr., Scott and Lianos, Theordore P. "Some Economic Effects Of Farm Labor Unionization." Summer, pp. 45-56.

Coyne, Thomas J. "The Value Added Tax." Spring, pp. 10-17.

Coyne, Thomas J. "The Impact Of Branch Banking on Commercial Bank Profitability." Winter, pp. 27-32.

Fatemi, A. S. "Economic Development of Petroleum Exporting Nations." Spring, pp. 40-50.

Fatemi, Ali, S. M. "Black Capitalism As A Strategy For Economic Development Of The Ghetto." Fall, pp. 42-51.

Graham, Reginald A. "Factors Affecting Unionization Attempts in Department Stores." Fall, pp. 33-41.

Hinman, Karlynn M. "The Dilapidated State Of Antitrust Law: A Brief And Selected Analysis." Summer, pp. 57-70.

Hubbard, Charles L. and Tersine, Richard. "NYSE 100 Percent Margin—Is The Institutional Investor Benefiting?" Summer, pp. 37-44.

Iden, George. "Prespectives on Wage Changes in the Construction Industry." Spring, pp. 30-39.

Klatt, Lawrence A. and Kurtz, David L. "The 'Grapevine' As A Management Tool." Winter, pp. 20-23.

Kruse, Thomas M. "Vitality And Organizational Renewal." Fall, pp. 24-26.

Kurtz, David L. and Klatt, Lawrence A. "The 'Grapevine' As A Management Tool." Winter, pp. 20-23.

Lianos, Theodore P. and Cauchois, Jr., Scott. "Some Economic Effects Of Farm Labor Unionization." Summer, pp. 45-56.

Muse, William V. "Information Sharing And Organizational Success." Summer, pp. 71-76.

Pournarakis, Efthimios. "Reform of the World's Trading System Inevitable? Trends of the 60's and Outlook for the 70's." Spring, pp. 22-29.

Pournarakis, Efthimios. "General Preferences With Special Quotas in Trade?" Fall, pp. 20-23.

Tersine, Richard and Hubbard, Charles L. "NYSE 100 Percent Margin — Is The Institutional Investor Benefiting?" Summer, pp. 37-44.

Tingey, Sherman. "Modern Management: A Framework For Using Behaviorial Science Concepts." Fall, pp. 27-32.

Trivoli, G. William. "Has The Consumer Really Lost His Sovereignty?" Winter, pp. 33-39.

Waters, L. L. "The Changing Structure Of Transport In The Remainder Of The Century." Summer, pp. 7-17.

ARTICLES

"A Eulogy."
Peter Bommarito. Summer, p. 5.

"Black Capitalism As A Strategy For Economic Development Of The Ghetto."
Ali S. M. Fatemi. Fall, pp. 42-51.

"Business and the Campus — A New Look."
Roger M. Blough. Spring, pp. 18-21.

"Depreciation And Utility Bills."
A. Frederic Banda. Summer, pp. 19-36.

"Economic Development of Petroleum Exporting Nations."
A. S. Fatemi. Spring, pp. 40-50.

"Effective Report Writing: A Marketing Research Practitioner's View."
Torrence R. Allsbrook. Spring, pp. 5-9.

"Factors Affecting Unionization Attempts In Department Stores."
Reginald A. Graham. Fall, pp. 33-41.

"General Preferences With Special Quotas In Trade?"
Efthimios Pournarakis. Fall, pp. 20-23.

"Has The Consumer Really Lost His Sovereignty?"
G. William Trivoli. Winter, pp. 33-39.

"How Long Should A Time Study Be? Nomograph Gives Quick Answer."
Donald E. Becker. Fall, pp. 5-10.

"Information Sharing And Organizational Success."
William V. Muse. Summer, pp. 71-76.

"Marketing's Role In 'The Office Of The President.' "
James E. Bell, Jr. Winter, pp. 24-26.

"Modern Management: A Framework For Using Behavorial Science Concepts."
Sherman Tingey. Fall, pp. 27-32.

"NYSE 100 Percent Margin — Is The Institutional Investor Benefiting?"
Charles L. Hubbard and Richard Tersine. Summer, pp. 37-44.

"Perspectives on Wage Changes in the Construction Industry."
George Iden. Spring, pp. 30-39.

"Public Higher Education And The Private Support Factor."
Norman P. Auburn. Winter, pp. 5-8.

"Public Sector Bargaining: Survey Of Ohio Cities."
Leonard R. Boyer and Betty L. Brewer. Winter, pp. 9-14.

"Reform Of the World's Trading System Inevitable? Trends of the 60's and Outlook for the 70's."
Efthimios Pournarakis. Spring, pp. 22-29.

"Some Economic Effects Of Farm Labor Unionization."
Scott Cauchois, Jr., and Theodore Lianos. Summer, pp. 45-56.

"The Academician and The Salesman: Which is Selling What To Whom?"
Edward M. Barnet and Stephen S. Castle. Fall, pp. 11-19.

"The Changing Structure Of Transport In The Remainder Of The Century."
L. L. Waters. Summer, pp. 7-17.

"The Dilapidated State Of Antitrust Law: A Brief And Selected Analysis."
M. Karlynn Hinman. Summer, pp. 57-70.

"The Economics of Environmental Control."
Stephen S. Castle. Spring, pp. 51-57.

"The Enigma Of Freight Classification — Part I."
Frank V. Baldo. Winter, pp. 15-19.

"The 'Grapevine' As A Management Tool."
David L. Kurtz and Lawrence A. Klatt. Winter, pp. 20-23.

"The Impact Of Branch Banking On Commercial Bank Profitability."
Thomas J. Coyne. Winter, pp. 27-32.

"The Value Added Tax."
Thomas J. Coyne. Spring, pp. 10-17.

"Vitality And Organizational Renewal."
Thomas M. Kruse. Fall, pp. 24-26.

VOLUME II
1971

AUTHORS

Ahmad, Imtiaz U. "Gibrat Law and Change in the Structure of Innovating Industries." Winter, pp. 14-18.

Amspoker, Robert D. "Environmental Uncertainty and Capital Budgeting: A Sequential Decision Analysis." Fall, pp. 9-14.

Austin, Douglas V. and Stevens, Thomas L. "Ohio Banking Structure's New Look." Fall, pp. 28-35.

Baker, James C., Bates, Thomas H. and Ryans, Jr. John K. "A Systems Approach to the Study of International Business." Spring, pp. 35-39.

Banville, Guy R. and Dornoff, Ronald J. "Attitudes of U. S. Retailers Toward Retailing Opportunities Abroad." Summer, pp. 21-26.

Bastl, Fred J. "Determination of the Export Potential." Summer, pp. 5-9.

Bates, Thomas H., Baker, James C. and Ryan, Jr., John K. "A Systems Approach to the Study of International Business." Spring, pp. 35-39.

Calabro, Pat J. and Konopa, Leonard J. "Adoption of the Marketing Concept by Large Northeastern Ohio Manufacturers." Spring, pp. 9-13.

Coyne, Thomas J., and Daly, James H. "Garbage Collection Practices and Problems" Fall, pp. 36-40.

Daly, James H. and Coyne, Thomas J. "Garbage Collection Practices and Problems." Fall, pp. 36-40.

Dornoff, Ronald J., and Banville, Guy R. "Attitudes of U. S. Retailer Toward Retailing Opportunities Abroad." Summer, pp. 21-26.

Dubin, Will B. "Cosumerism — Something Old and Something New." Winter, pp. 26-28.

Duncan, W. Jack. "The Universality of Management: A Dilemma for Administrative Science." Fall, pp. 18-21.

Etz, Donald V. "The State of the Union: Old and New Problems, But No 1929." Spring, pp. 40-44.

Fox, Harold W. "Trading Stamps — Retrospect and Prospect." Winter, pp. 37-43.

Hise, Richard T. "New Product Acceptance Overlap: A Measure of General Innovations." Summer, pp. 34-37.
Johnston, Richard G. "Early Experience With Employee Drug Abuse In Akron, Ohio." Winter, pp. 5-9.
Konopa, Leonard J., and Calabro, Pat J. "Adoption of the Marketing Concept by Large Northeastern Ohio Manufactures." Spring, pp. 9-13.
Kressler, Peter R. "Is Uniform Pricing Desirable in Multinational Markets?" Winter, pp. 10-13.
Kruse, Thomas M. "Professional Managerial Leadership: The Search for Renewal." Summer, pp. 38-42.
McCreary, Harry C. "Life in a Monopoly." Fall, pp. 5-8.
Mikesell, John L. "Problems of Local Sales Tax Coordination." Spring, pp. 16-22.
Mogull, Robert G. "Efficiency in a State Employment Office: A Linear Programming Application." Fall, pp. 41-46.
Najjar, Adnan. "International Setting for Executive Span of Control." Summer, pp. 10-13.
Papier, William. "Recent Trands in the Ohio Labor Market." Fall, pp. 15-17.
Poissant, William G. "An Analysis of the Bank Credit Card — Part I." Winter, pp. 29-36.
Reardon, Paul A. "A Profile of Industrial Research and Manufacturing in Ohio." Winter, pp. 19-25.
Ryans, Jr., John K. , Bates, Thomas H. and Baker, James C. "A Systems Approach to the Study of International Business." Spring, pp. 35-39.
Schwartz, Ronald D. "Operational Techniques of a Factor Analysis Model." Spring, pp. 5-8.
Stevens, Thomas L. and Austin, Douglas V. "Ohio Banking Structure's New Look." Fall, pp. 28-35.
Stewart, Jr., Charles T. "Research Location and Community Growth." Spring, pp. 23-31.
Steinbrenner, III, G. M. "The Fourth Coast." Spring, pp. 32-34.
Tanzi, Vito. "The Role of Fiscal Policy In Developing Countries." Summer, pp. 14-20.
Todd, Arthur W. "How to Defeat Yourself in Business — And a Possible Cure." Spring, pp. 14-15.
Trivoli, G. William. "The Social Costs of Environmental Pollution: The Critical Relationship of Government and Business." Summer, pp. 27-33.
Van Fleet, David. "The Gurley-Shaw Hypothesis: A Review." Fall, pp. 22-27.

ARTICLES

"Adoption of the Marketing Concept by Large Northeastern Ohio Manufacturers."
Leonard J. Konopa and Pat J. Calabro. Spring, pp. 9-13.
"An Analysis of the Bank Credit Card — Part I."
William G. Poissant. Winter, pp. 29-36.
"A Profile of Industrial Research and Manufacturing in Ohio."
Paul A. Reardon, Winter, pp. 19-25.
"A Systems Approach to the Study of International Business."
James C. Baker, Thomas H. Bates and John K. Ryans, Jr. Spring, pp. 35-39.
"Attitudes of U. S. Retailers Toward Retailing Opportunities Abroad."
Ronald J. Dornoff and Guy R. Banville. Summer, pp. 21-26.
"Consumerism—Something Old and Something New."
Will B. Dubin. Winter, pp. 26-28.
"Determination of the Export Potential."
Fred J. Bastl. Summer, pp. 5-9.
"Early Experience With Employee Drug Abuse in Akron, Ohio."
Richard G. Johnston. Winter, pp. 5-9.
"Efficiency in a State Employment Office: A Linear Programming Application."
Robert G. Mogull. Fall, pp. 41-46.
"Environmental Uncertainty and Capital Budgeting: A Sequential Decision Analysis."
Robert D. Amspoker. Fall, pp. 9-14.
"Garbage Collection Practices and Problems."
Thomas J. Coyne and James H. Daly. Fall, pp. 36-40.
"Gibrat Law and Change in the Structure of Innovating Industries."
Imtiaz U. Ahmad. Winter, pp. 14-18.
"How to Defeat Yourself in Business—And a Possible Cure."
Arthur W. Todd. Spring, pp. 14-15.
"International Setting for Executive Span of Control."
Adnan Najjar. Summer, pp. 10-13.
"Is Uniform Pricing Desirable in Multinational Markets?"
Peter R. Kressler. Winter, pp. 10-13.
"Life in a Monoploy."
Harry C. McCreary. Fall, pp. 5-8.
"New Product Acceptance Overlap: A Measure of General Innovativeness."
Richard T. Hise. Summer, pp. 34-37.
"Ohio Banking Structure's New Look."
Douglas V. Austin and Thomas L. Stevens. Fall, pp. 28-35.
"Operational Techinques of a Factor Analysis Model."
Ronald D. Schwartz. Spring, pp. 5-8.
"Problems of Local Tax Coordination."
John L. Mikesell. Spring, pp. 16-22.
"Professional Managerial Leadership: The Search for Renewal."
Thomas M. Kruse. Summer, pp. 38-42.
"Rencent Trends in the Ohio Labor Market."
William Papier. Fall, pp. 15-17.
"Research Location and Community Growth."
Charles T. Stewart, Jr. Spring, pp. 23-31.

"The Fourth Coast."
G. M. Steinbrenner III. Spring, pp. 32-34.
"The Gurley-Shaw Hypothesis: A Review."
David Van Fleet. Fall, pp. 22-27.
"The Role of Fiscal Policy in Developing Countries."
Vito Tanzi. Summer, pp. 14-20.
"The State of the Union: Old and New Problems, But No 1929."
Donald V. Etz. Spring, pp. 40-44.
"The Social Costs of Environmental Pollution: The Critical Relationship of Government and Business."
G. William Trivoli. Summer, pp. 27-33.
"The Universality of Management: A Dilemma for Administrative Science."
W. Jack Duncan. Fall, pp. 18-21.
"Trading Stamps — Retrospect and Prospect."
Harold W. Fox. Winter, pp. 37-43.

VOLUME III
1972

AUTHORS

Adams, E. Sherman. "Some Unfinished Business of Businessmen." Spring, pp. 5-9.
Alden, Jr., Philip M. "A Positive Approach to Pension Costs." Summer, pp. 27-32.
Banda, A. Frederic. and Nolan, Terry J. "An Empirical Study of the Capital Investment Decision Making Process in Selected Ohio Companies in 1971 — Part I." Spring, pp. 10-16.
Banda, A. Frederic. and Nolan, Terry J. "An Empirical Study of the Capital Investment Decision Making Process in Selected Ohio Companies in 1971 — Part II." Summer, pp. 12-19.
Bennett, James T. "The Cost of Peak Loads to Urban Transit: An Empirical Analysis." Spring, pp. 17-26.
Bennett, James T. and Holman, Mary A. "Economic Analysis and Noise Pollution: A Survey of the State of the Art." Winter, pp. 22-30.
Bowers, Norman and Browne, M. Neil. "Democratic Legitimacy and the Social Responsilility of Private Corporations." Winter, pp. 9-12.
Browne, M. Neil. and Bowers, Norman "Democratic Legitimacy and the Social Responsibility of Private Corporations." Winter, pp. 9-12.
Castellano, Joseph F. "The Effects of the Investment Tax Credit: An Empirical Study." Winter, pp. 31-33.
Chandra, Gyan. "Nature of Consensus between the user and Preparer Groups of Corporate Financial Statements." Fall, pp. 36-38.
Coyne, Thomas J. "The Economic Impact of the Wage-Price Freeze." Summer, pp. 20-26.
Dauner, Jack R. "Salesmen's Compensation: Have We Kept Pace?" Summer, pp. 33-37.
DiFederico, Mario A. "Some Reflections on the Reputation of Business." Fall, pp. 5-7.
Farmer, Richard N. "Efficiency and Liberalism." Summer, pp. 38-41.
Fee, James V. and Pocock, Alfred E. "Corporate Communication With the Public." Spring, pp. 43-46.
Gable, Myron. "The Value Orientations of Executives at the Apex of America's Largest Corporations." Fall, pp. 45-54.
Gibson, Charles H. and Williams, John Daniel. "The Effect of Using the Prime Interest Rate When Determining Common Stock Equivalents." Winter, pp. 18-21.
Hassan, Nabil. "Exponential Smoothing in Business Forecasting." Winter, pp. 42-46.
Haynes, John P. "Sensitivity Training — Toward A Better Understanding of Behavior in Organizations." Fall, pp. 39-44.
Holman, Mary A. and Bennett, James T. "Economic Analysis and Noise Pollution: A Survey of the State of the Art." Winter, pp. 22-30.
Jessup, Paul F. and Upson, Roger B. "Portfolio Strategies of Individual Investors." Winter, pp. 37-41.
Jolson, Marvin A. "The Assumption of Linear Carrying Costs by the E.O.Q. Inventory Model." Fall, pp. 25-28.
Kearns, Henry. "The World is Your Market." Summer, pp. 9-11.
Lee, Sang M. and Robinson, James W. "Organizational Commitment of Union Members." Fall, pp. 29-35.
Leighton, David S. R. "Consumerism in the 1970's." Fall, pp. 22-24.
Mathis, F. John. "The Changing U. S. International Competitive Position." Fall, pp. 15-21.
Murphy, James A. "Advertising: Truth or Consequences." Summer, pp. 47-51.
Najjar, Adnan. "Empirical Investigation of Planning in Small Manufacturing Companies." Summer, pp. 42-46.
Nolan, Terry J. and Banda, A. Frederic. "An Empirical Study of the Capital Investment Decision Making Process in Selected Ohio Companies in 1971 — Part I." Spring, pp. 10-16.
Nolan, Terry J. and Banda, A. Frederic. "An Empirical Study of the Capital Investment Decision Making Process in Selected Ohio Companies in 1971 — Part II." Summer, pp. 12-19.
Palubinskas, Feliksas. and Samli, A. Coskun. "Some Lesser Known Aspects of the Senior Citizen market — A California Study." Winter, pp. 47-55.
Passer, Harold C. "The Effects of the Economic Stabilization Program." Winter, pp. 5-8.

Pocock, Alfred E. and Fee, James V. "Corporate Communication With the Public." Spring, pp. 43-46.
Poissant, William G. "An Analysis of the Bank Credit Card — Part II." Spring, pp. 27-34.
Robinson, James W. and Lee, Sang M. "Organizational Commitment of Union Members." Fall, pp. 29-35.
Samli, A. Coskun and Palubinskas, Feliksas. "Some Lesser Known Aspects of the Senior Citizen Market — A California Study." Winter, pp. 47-55.
Seeley, Burton D. "Interpretation of Sales Data for Action." Spring, pp. 35-42.
Seiberling, John F. "The Case for Economic Conversion." Summer, pp. 5-8.
Takas, Andrew. "International Trade: Japan's Lesson for the United States — Part I." Winter, pp. 13-17.
Trivoli, G. William. "Market Mechanisms for Restricting Corporate Discretionary Behavior." Fall, pp. 8-14.
Tysseland, Milford S. "Opportunity Costs and the Equipment Replacement Decision." Winter, pp. 34-36.
Upson, Roger B. and Jessup, Paul F. "Portfolio Strategies of Individual Investors." Winter, pp. 37-41.
Williams, John Daniel and Gibson, Charles H. "The Effect of Using the Prime Interest Rate When Determining Common Stock Equivalents." Winter, pp. 18-21.

ARTICLES

"Advertising: Truth or Consequences."
James A. Murphy. Summer, pp. 47-51.
"An Analysis of the Bank Credit Card—Part II."
William G. Poissant. Spring, pp. 27-34.
"An Empirical Investigation of Planning in Small Manufacturing Companies."
Adnan Najjar. Summer, pp. 42-46.
"An Empirical Study of the Capital Investment Decision Making Process in Selected Ohio Companies in 1971—Part I."
Terry J. Nolan and A. Frederic Banda. Spring, pp. 10-16.
"An Empirical Study of the Capital Investment Decision Making Process in Selected Ohio Companies in 1971—Part II."
Terry J.Nolan and A. Frederic Banda. Summer, pp. 12-19.
"A Positive Approach to Pension Costs."
Philip M. Alden, Jr. Summer, pp. 27-32.
"Consumerism in the 1970's."
David S. R. Leighton. Fall, pp. 22-24.
"Corporate Communication With the Public."
Alfred E. Pocock and James V. Fee. Spring, pp. 43-46.
"Democratic Legitimacy and the Social Responsibility of Private Corporations."
Norman Bowers and M. Neil Browne. Winter, pp. 9-12.
"Economic Analysis and Noise Pollution: A Survey of the State of the Art."
James T. Bennett and Mary A. Holman. Winter, pp. 22-30.
"Efficiency and Liberalism."
Richard N. Farmer. Summer, pp. 38-41.
"Exponential Smoothing in Business Forcasting."
Nabil Hassan. Winter, pp. 42-46.
"International Trade: Japan's Lesson for the United States — Part I."
Andrew Takas. Winter, pp. 13-17.
"Interpretation of Sales Data for Action."
Burton D. Seeley. Spring, pp. 35-42.
"Market Mechanisms for Restricting Corporate Discretionary Behavior."
G. William Trivoli. Fall, pp. 8-14.
"Nature of Consensus between the User and Preparer Groups of Corporate Financial Statements."
Gyan Chandra. Fall, pp. 36-38.
"Oportunity Costs and the Equipment Replacement Decision."
Milford S. Tysseland. Winter, pp. 34-36.
"Organizational Commitment of Union Members."
Sang M. Lee and James W. Robinson. Fall, pp. 29-35.
"Portfolio Strategies of Individual Investors."
Roger B. Upson and Paul F. Jessup. Winter, pp. 37-41.
"Salesmen's Compensation: Have We Kept Pace?"
Jack R. Dauner. Summer, pp. 33-37.
"Sensitivity Training—Toward A Better Understanding of Behavior in Organizations."
John P. Haynes. Fall, pp. 39-44.
"Some Lesser Known Aspects of the Senior Citizen Market—A California Study."
A. Coskun Samli and Feliksas Palubinskas. Winter, pp. 47-55.
"Some Reflections on the Reputation of Business."
Mario A. DiFederico. Fall, pp. 5-7.
"Some Unfinished Business of Businessmen."
E. Sherman Adams. Spring, pp. 5-9.
"The Assumption of Linear Carrying Costs by the E.O.Q. Inventory Model."
Marvin A. Jolson. Fall, pp. 25-28.
"The Case for Economic Conversion."
John F. Seiberling. Summer, pp. 5-8.
"The Changing U. S. International Competitive Position."
F. John Mathis. Fall, pp. 15-21.

"The Cost of Peak Loads of Urban Transit: An Empirical Analysis."
James T. Bennett. Spring, pp. 17-26.

"The Economic Impact of the Wage-Price Freeze."
Thomas J. Coyne. Summer, pp. 20-26.

"The Effects of the Economic Stabilization Program."
Harold C. Passer. Winter, pp. 5-8.

"The Effect of the Investment Tax Credit: An Empirical Study."
Joseph F. Castellano. Winter, pp. 31-33.

"The Effect of Using the Prime Interest Rate When Determining Common Stock Equivalents.".
Charles H. Gibson and John Daniel Williams. Winter, pp. 18-21.

"The Value Orientations of Executives at the Apex of America's Largest Corporations."
Myron Gable. Fall, pp. 45-54.

"The World is Your Market."
Henry Kearns. Summer, pp. 9-11.

VOLUME IV
1973

AUTHORS

Alexandrides, C. G. "Potential Export Markets for Products of Ohio." Spring, pp. 47-51.

Bakay, Archie J. and Christiansen, Irving K. "The Role of Accelerated Depreciation and the Investment Credit in Stimulating Business Growth." Summer, pp. 22-25.

Baker, James E. "U. S. Multinational Business: Hartke-Burke and Other Anti-International Busi-Legislation." Summer, pp. 39-44.

Banda, A. Frederic and Nolan, Terry J. "The Capital Investment Decision Making Process: A Further Look at Some Special Aspects." Fall, pp. 29-33.

Barngrover, Charles. "Performance of Commercial Banks During the 1960's." Spring, pp. 26-31.

Christiansen, Irving K. and Bakay, Archie J. "The Role of Accelerated Depreciation and the Investment Credit in Stimulating Business Growth." Summer, pp. 22-25.

Conklin, Gary P. and Wolf, Michael A. "Integrating Sensor-Based Manufacturing Control and Management Information Systems." Fall, pp. 22-28.

Conrath, David, Jackson, Alfonso and Klein, Richard. "Educating Black Businessmen, A Substantial Return on Investment." Winter, pp. 27-32.

Coyne, Thomas Joseph "Probabilistically Determined Profit Distribution: A Forecasting Technique." Winter, pp. 22-36.

Dennison, Jr. David S. "Modern Advertising and The FTC." Spring, pp. 42-46.

Donaldson, James R. "Industrial Reorganization — A Legislative Approach." Summer, pp. 26-30.

Fatemi, A. S., Johnson, Laura and Van Fleet, David D. "Profile Of The Business Comminity In An Urban Ghetto." Spring, pp. 11-19.

Fram, Eugene H. and Mossien, Herbert. "Segmentation For Sales Force Motivation." Winter, pp. 5-12.

Hubbard, Charles, Kraft, Authur and Richmond, David. "Some Attitudinal Shifts of The Automobile Purchaser." Summer, pp. 54-58.

Humbert, Xavier. "The American Executive Overseas: Problems of Expatriation and Recommended Solutions." Winter, pp. 48-54.

Jackson, Alfonso Conrath, David, and Klein, Richard. "Educating Black Businessmen, A Substantial Return on Investment." Winter, pp. 27-32.

Jarrell, Donald W. "Recruitment Source As a Determinant of Researcher Effectiveness: A Case Study." Fall, pp. 36-41.

Johnson, Laura, Fatemi, A. S. and Van Fleet, David D. "Profile Of The Business Community In An Urban Ghetto." Spring, pp. 11-19.

Jolson, Marvin A. "Causes of and Cures for Direct Sellers' Problems." Summer, pp. 5-8.

Jones, Gardner. and Sadhwani, Arjan. "Revenue Recognition in Land Development Accounting: A Review of Current Practice and a Search for Solutions." Summer, pp. 31-38.

Klafehn, Keith A. "Does A Manager Really Get to Manage?" Spring, pp. 37-41.

Klein, Richard. Jackson, Alfonso and Conrath, David. "Educating Black Businessmen, A Substantial Return on Investment." Winter, pp. 27-32.

Kraft, Arthur, Richmond, David, and Hubbard, Charles. "Some Attitudinal Shifts of The Automobile Purchaser." Summer, pp. 54-58.

Kruse, Thomas M. "Mutual Dependence In the Renewing Process: A Challenge To Youth And To Management In Business." Spring, pp. 5-7.

Lacho, Kenneth J. "An Analysis of Information Search In Food Broker Product Mix Decisions." Fall, pp. 49-58.

Latona, Joseph C. "Factors Affecting the Employability of the Disadvantaged: A Multivariate Approach." Summer, pp. 49-53.

Mayo, Herbert B. "Methods For Comparing Warrants." Winter, pp. 33-37.

Michman, Ronald D. "Early Labor Struggles in Retail Trade." Summer, pp. 45-48.

Moore, Laurence J. and Scott, Jr., David F. "Better Financial Planning Through Simulation." Spring, pp. 20-25.

Mossien, Herbert and Fram, Eugene H. "Segmentation For Sales Force Motivation." Winter, pp. 5-12.

Nelson, Robert H. and Wotruba, Thomas R. "Evaluating Pricing Alternatives For a New Product: The Gaslight Case." Summer, pp. 9-14.

Nolan, Terry J. and Banda, A. Frederic. "The Capital Investment Decision Making Process: A Further Look at Some Special Aspects." Fall, pp. 29-33.

Noll, Lawrence W. "Ethics and The Business." Fall, pp. 45-48.

Osteryoung, Jerome S. "A Survey Into The Goals Used by Fortune's 500 Companies in Capital Budgeting Decisions." Fall, pp. 34-35.

Oudet, Bruno A. and von Furstenberg, George M. "Common Stock Values and Rates of Return During Periods of Inflation." Winter, pp. 18-21.

Reuschling, Thomas. "Black and White in Personal Selling." Fall, pp. 9-13.

Richmond, David, Kraft, Arthur and Hubbard, Charles. "Some Attitudinal Shifts of The Automobile Purchaser." Summer, pp. 54-58.

Robertson, David E. "Issues in Personnel Testing: An Empirical Study." Winter, pp. 38-41.

Roden, Peyton Foster. "Economic Implications of Taxing Municipal Bonds." Winter, pp. 13-17.

Sadhwani, Arjan and Jones, Gardner. "Revenue Recognition in Land Development Accounting: A Review of Current Practice and a Search for Solutions." Summer, pp. 31-38.

Samaras, Thomas T. "Measuring Organizational Entropy." Summer, pp. 15-21.

Schlissel, Martin R. "Marketing Strategy, Organization and the Product Life Cycle." Winter, pp. 42-47.

Schwartz, Ronald D. "Introduction Of The Computer Into The Curricula Of Colleges of Business Adminstration: A Comment." Spring, pp. 52-54.

Scott, Jr. David F. and Moore, Laurence J. "Better Financial Planning Through Simulation." Spring, pp. 20-25.

Sonnecken, Edwin, H. "Improving The U. S. Trade Position." Fall, pp. 5-8.

Takas, Andrew. "International Trade: Japan's Lesson For the United States — Part II." Spring, pp. 32-36.

Trivoli, G. William. "Mergers, Stock Prices and Business Activity." Fall, pp. 14-21.

Tysseland, Milford S. "Dividend Policy and the Value of the Firm." Fall, pp. 42-44.

Van Fleet, David D. Johnson, Laura and Fatemi, A. S. "Profile Of The Business Community In An Urban Ghetto." Spring, pp. 11-19.

Volpe, John A. "Increasing Productivity In The Transportation Industry." Spring, pp. 8-10.

von Furstenberg, George M. and Oudet, Bruno A. "Common Stock Values and Rates of Retrun During Periods of Inflation." Winter, pp. 18-21.

Wolf, Michael A. and Conklin, Gary P. "Integrating Sensor-Based Manufacturing Control and Management Information Systems." Fall, pp. 22-28.

Wotruba, Thomas R. and Nelson, Robert H. "Evaluating Pricing Alternatives For a New Product: The Gaslight Case." Summer, pp. 9-14.

ARTICLES

"An Analysis of Information Search In Food Broker Product Mix Decisions."
Kenneth J. Lacho. Fall, pp. 49-58.

"A Survey Into The Goals Used By Fortune's 500 Companies in Capital Budgeting Decisions."
Jerome S. Osteryoung. Fall, pp. 34-41.

"Better Financial Planning Through Simulation."
David F. Scott, Jr. and Laurence J. Moore. Spring, pp. 20-25.

"Black and White In Personal Selling."
Thomas Reuschling. Fall, pp. 9-13.

"Causes of and Cures For Direct Sellers' Problems."
Marvin A. Jolson. Summer, pp. 5-8.

"Common Stock Values and Rates of Return During Periods of Inflation."
Bruno A. Oudet and George M. von Furstenberg. Winter, pp. 18-21.

"Dividend Policy and the Value of the Firm."
Milford S. Tysseland. Fall, pp. 42-44.

"Does A Manager Really Get to Manage?"
Keith A. Klafehn. Spring, pp. 37-41.

"Early Labor Struggles in Retail Trade."
Ronald D. Michman. Summer, pp. 45-48.

"Economic Implications of Taxing Municipal Bonds."
Peyton Foster Roden. Winter, pp. 13-17.

"Educating Black Businessmen, A Substantial Return on Investment."
David Conrath, Alfonso Jackson and Richard Klein. Winter, pp. 27-32.

"Ethics and the Businessman."
Lawrence W. Noll. Fall, pp. 45-48.

"Evaluating Pricing Alternatives For a New Product: The Gaslight Case."
Thomas R. Wotruba and Robert H. Nelson. Summer, pp. 9-14.

"Factors Affecting the Employability of the Disadvantaged: A Multivariate Approach."
Joseph C. Latona. Summer, pp. 49-53.

"Improving the U. S. Trade Position."
Edwin H. Sonnecken. Fall, pp. 5-8.

"Increasing Productivity in The Transportation Industry."
John A. Volpe. Spring, pp. 8-10.

"Industrial Reorganization — A Legislative Approach."
James R. Donaldson. Summer, pp. 26-30.
"Integrating Sensor-Based Manufacturing Control and Management Information Systems."
Michael A. Wolf and Gary P. Conklin. Fall, pp. 22-28.
"International Trade: Japan's Lesson For The United States — Part II."
Andrew Takas. Spring, pp. 32-36.
"Introduction Of The Computer Into The Curricula of Colleges of Business Administration: A Comment."
Ronald D. Schwartz. Spring, pp. 52-54.
"Issues In Personnel Testing: An Empirical Study."
David E. Robertson. Winter, pp. 38-41.
"Marketing Strategy, Organization and The Product Life Cycle."
Martin R. Schlissel. Winter, pp. 42-47.
"Measuring Organizational Entropy."
Thomas T. Samaras. Summer, pp. 15-21.
"Mergers, Stock Prices and Business Activity."
G. William Trivoli. Fall, pp. 14-21.
"Methods for Comparing Warrants."
Herbert B. Mayo. Winter, pp. 33-37.
"Modern Advertising And The FTC."
David S. Dennison, Jr. Spring, pp. 42-46.
"Mutual Dependence In The Renewing Process: A Challenge To Youth And To Management in Business."
Thomas M. Kruse. Spring, pp. 5-7.
"Performance Of Commercial Banks During the 1960's."
Charles Barngrover. Spring, pp. 26-31.
"Potential Export Markets For Products Of Ohio."
C. G. Alexandrides. Spring, pp. 47-57.
"Probabilistically Determined Profit Distribution: A Forecasting Technique."
Thomas Joseph Coyne. Winter, pp. 22-26.
"Profile Of The Business Community In A Urban Ghetto."
A. S. Fatemi, Laura Johnson and David D. Van Fleet. Spring, pp. 11-19.
"Recruitment Source As A Determinant of Researcher Effectiveness: A Case Study."
Donald W. Jarrell. Fall, pp. 36-41.
"Revenue Recognition in Land Development Accounting: A Review of Current Practice and a Search for Solutions."
Arjan Sadhwani and Gardner Jones. Summer, pp. 31-38.
"Segmentation For Sales Force Motivation."
Herbert Mossien and Eugene H. Fram. Winter, pp. 5-12.
"Some Attitudinal Shifts of the Automobile Purchaser."
David Richmond, Arthur Kraft and Charles Hubbard. Summer, pp. 54-58.
"The American Executive Overseas: Problems of Expatriation and Recommended Solutions."
Xavier Humbert. Winter, pp. 48-54.
"The Capital Investment Decision Making Process: A Further Look at Some Special Aspects."
A. Frederic Banda and Terry J. Nolan. Fall, pp. 29-33.
"The Role of Accelerated Depreciation and The Investment Credit in Stimulating Business Growth."
Archie J. Bakay and Irving K. Christiansen. Summer, pp. 22-25.
"U. S. Multinational Business: Hartke-Burke and Other Anti-International Business Legislation."
James C. Baker. Summer, pp. 39-44.